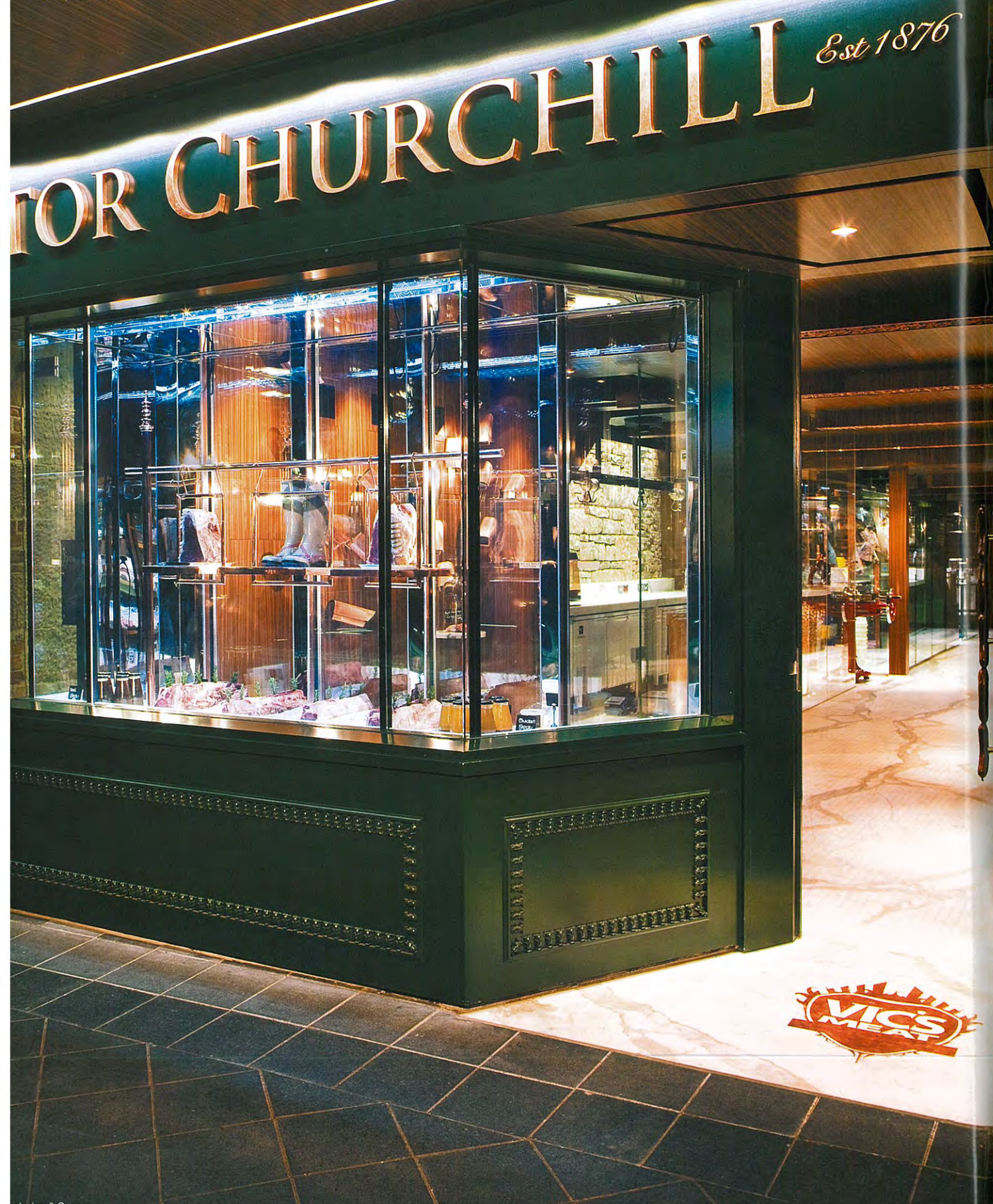


Australian Retail Design Award 2010 winner translated the proud heritage of original Victor Churchill's butcher shop (established in 1876), currently the continually operating butcher shop in Australia, with cutting-edge design to create a truly groundbreaking butcher shop in Woollahra, Sydney.



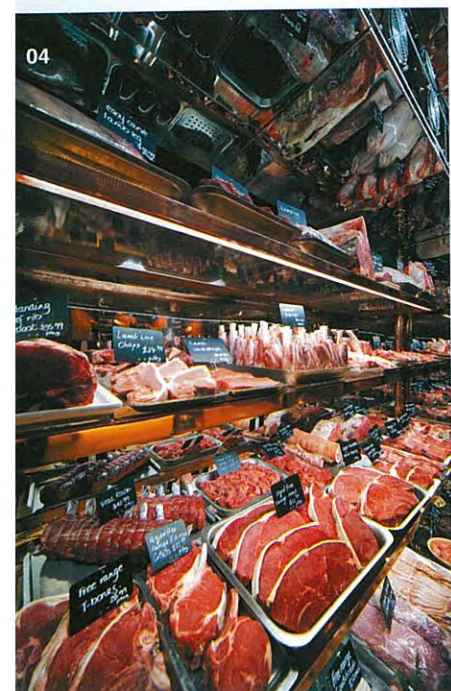
Calling to mind a truly traditional European butchery in look and feel to match the looks of the wealthy suburb of Woollahra and the cutting-edge elements with a potential to redefine the category, Dreamtime Australia Design was presented a challenge by their client: break all the rules but show some respect. In this conceptual and design paradox, the client imposed no set parameters to the designer, freeing the designer to create a distinct retail experience instead of simply decorating a traditional butcher's shop.

Concept-wise, the premise was to include traditional 'back-of-the-house' work areas within the 'front-of-the-house', including the refrigerated cool room, to demonstrate the highest levels of cleanliness and highlight the process of butchering and food preparation in a unique surrounding to customers. In this respect, it is the first retail butcher shop in the world to present backroom layout as a frontage to customers.

01/ The painted, timber-lined frontage calls to mind the jewel cases of vintage butcheries of old.

02/ Smoked, roasted or pre-prepared meats as you like it, weighed and sold over a copper fretwork clad counter.

03/ Victor Churchill's design puts the focus back on butcher-patron interaction.



Walking into the store brings back the good old days when meat was presented in a jewel case of a butcher's shop and you stood there, marveling at the perfect cut of meat. The timber-lined European comfort of the shop does not detract from the amazing amount of modern adaptations that are meant to intrigue and astound patrons.

For starters, the timber-lined street-front façade features a see-through, double glazed refrigerateditrine that displays the delectable cuts of hanging meat and poultry from the custom copper and brass shelving and an illuminated ice display with a view of the shop's interiors. Customers are cosseted in a warm fascinating store upon entrance with rich timber wall paneling, timber grained ceiling, Italian *Calacatta* marble slab floors and a custom made curved marble wall covering (an Australian first) greeting them. Ceiling beams and counter fronts are covered in carved copper fretwork that continues on the beams and is screened onto the butcher and kitchen areas.

As patrons approach a 'stage' behind the wall-to-ceiling glass where skilled butchers carve meat within a refrigerated space on round French oak timber butcher blocks. The carving stage is surrounded by recessed in-floor lights and a glass-lad historical sandstone 'rubble' wall discovered during demolition as a backdrop.

Custom copper refrigerated cabinets line the wall opposite to the butcher 'stage' where Australia's finest raw meat is sold alongside pre-prepared specialties such as terrines, patés and parfaits prepared on-site by Victor Churchill's chefs.

A charcuterie counter displays the world's best cured artisanal meats such as *Jamón Ibérico de Bellota*, *Prosciutto* and *Chorizo* sliced with the legendary Dutch *Berkel* meat slicers and the French *Bonnet* rotisserie for roasting poultry and game birds. An antique *Berkel* floor-standing slicer, restored in Europe especially for the client, is displayed.

A floor-to-ceiling glass-walled cool room has speciality cuts of meat hung from bespoke cog gear and metal chain rack slowly pass by customers while the larger meat cuts age behind, backed by a floor-to-ceiling Himalayan salt brick wall. This provides an onyx-wall-like appearance while curing the meat with ancient salt.

The back of the store houses hot and cold kitchens, both clad in hair-on-leather walls protected by glass from the famous Texan leather artist, Kyle Bunting. A whimsical 'Chook cam' wall (Australian for chicken), has multiple video cameras trained onto the daily special within a glass domed display pedestal to ensure neither the 'chook' nor 'snag' (Australian for sausage) escapes nor escapes attention.

04/ Custom copper shelves display the finest cuts of Australia's premium raw meats.

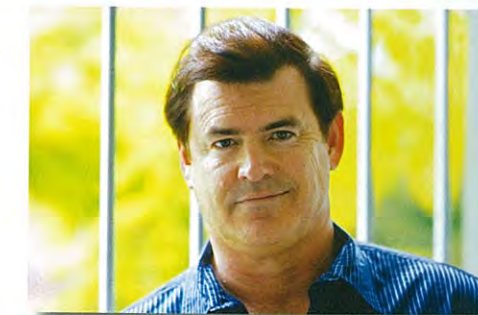
05/ All the life is a stage for butchers performing their craft on the three round French Oak butcher blocks.

06/ The legendary Dutch *Berkel* meat cutter standing guard over artisanal cured gems of meat.

07/ The display jewel case precedes the rotisserie area.

08/ The Himalayan salt brick wall serves both form and function equally well.

09/ No escape for *chooks* or *snags* of the day with the *Chook* cam wall.



Michael Mc Cann, Principal
Dreamtime Australia Design

Winner of the prestigious I.D.E.A. Australian Designer of the Year, 2008-09, the Australian Interior Design Awards' Interior Design Excellence and Innovation Award and the Retail Design Award in April 2010, Michael, who hails from Miami, Florida, has created, opened and operated more than 80 restaurants, bars and night-clubs in 12 countries on 4 continents world-wide in a career spanning more than 25 years until his creation of DREAMTIME AUSTRALIA DESIGN in 1995.